

NON LOCAL WIC AGENCIES RECEIVING OUTSIDE FUNDING FOR BREASTFEEDING PROMOTION ACTIVITIES

	Agency Name	Foundation Name	Proposal Name and Amount Requested	Amount Received and Funding Period	Has Not Applied and/or Does Not Plan to Apply For Additional Funding This Year	Receives In-Kind or County/City Support (If Yes, Type)	Proposed Activities	Suggestions for Successful Proposals
1	<b>Breastfeeding Promotion Through Vietnamese Physicians in CA</b> Kim Nguyen (510) 642-5382	Not Provided	Not Provided	Not Provided	No	Yes	Not Provided	Not Provided
2	<b>Butte County Health Department</b> Monica Soderstrom (530) 891-2869	California Prevention 2000	Bosom Buddies Support Group As per 314D budget allocations permitted up to \$7,504	Received \$1,876 per quarter (program ran for 3 quarters 1/1/00 - 9/30/00	X	Employee salary/benefits; copying, mailing (+community family Resource Center Provides Space.	To establish a breastfeeding support group in a rural area. Outreach activities coordinated with several agencies. Funds used for publicity, baby scale, resource books, etc.	Be aware of quarterly deadline to utilize funds. Submit application prior to beginning of fiscal period. (We did not apply for funding until the second quarter had already begun.)
3	<b>Butte County Breastfeeding B5Coalition</b> Monica Soderstrom (530) 891-2869	Local Proposition 10 Commission	Breastfeeding Support Group Leader Training	Received \$10,000 4/01 - 12/02	X	Space, written materials (pamphlets, brochures, etc.)	Eight support group leaders (2 lactation professionals & 6 volunteer mothers) will attend La Leche League conferences in Chicago & CA. They will facilitate breastfeeding support groups already in place and coordinate outreach activities.	The strength of our proposal was that in included providing education to lay members of the community, and that it was a collaborative effort between many agencies. The unfortunate update is that, although we were approved in April, the money has not yet been distributed for use. Therefore, the 4 women that were planning to attend the July conference in Chicago will now attend the CA conference in Oct.

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4	Imperial County - Health Education Amy Binggeli (760) 482-4716	March of Dimes	March of Dimes Community Grant \$19,149	Not Approved 7/1/00 - 6/30/01	X	No	Cooperative project between ICPHD & Imperial County Breastfeeding Coalition to expand & enhance breastfeeding services utilizing a multi-level population based approach and capacity building techniques. Certification of Lactation Educator and Consultants, development of essential breastfeeding education, training and resource materials to complement trainer session, informational presentations & other breastfeeding activities.	Not Provided

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5	<b>Maternal Child &amp; Adolescent Health</b> Linda Kenyon Rose (530) 528-3217	Local Proposition 10 Commission	Augmentation of "New Parent Kit" developed by the State Prop 10 Commission	Requested \$4,735 Approval Pending (1 year)	This Year	Employee salary/benefits; indirect charges.	Augment new parent kit (Prop 10 Kit) with local resource info: 1. Listing of pediatric medical & dental providers; 2. Breastfeeding resources; 3. Tobacco cessation classes; 4. Safety & car seat class & low cost car seat program; 5. Lead poisoning prevention; 6. Parenting classes and support groups; 7. WIC for our county; 8. Child care resource & referral center information; and 9. 1-800 crisis #s @ Behavioral Health Also--poison control phone stickers & immunization refrigerator magnets, and separate kit for recipients of PHN home visits.	Not Provided
6	<b>Maternal Child &amp; Adolescent Health</b> Linda Kenyon Rose (530) 528-3217	St. Elizabeth Comm. Hospital and Maternal Child Health Program	N/A	N/A	X	Written materials (pamphlets, brochures, etc.)	Supports staff attendance at monthly breastfeeding Promotion council meetings and supplies fliers, brochures to support the council's efforts.	Not Provided

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7	<b>Modoc County Breastfeeding Coalition</b> Joyce Miller (530) 233-6311	Local Proposition 10 Commission	Breastfeeding Promotion Education and Support \$5,000	Received \$5,000 7/1/00 - 6/30/01	X	No	Purchase of electric breast pumps (4) and tracking of use; Purchase of lactation supplies; Education/ outreach material ; Medical outreach, TV, newspaper, flyers, posters; Presentation health care providers, agency staff and community.	Our funding program includes all women pregnant or early post partum in the county. We were able to demonstrate a lack of resources. We had a coalition in place that included mother/infants, interagency and diversity. We followed the RFP guidelines from our County as closely as possible.
8	<b>Regional Perinatal Programs of California, Inland Counties</b> Carol Melcher (909) 558-3970	Local Proposition 10 Commission	Loma Linda Univ. Med. Ctr. The Perinatal Services Network Enhancing Support at Birth and Beyond" 7.5 million (for 3 yrs.)	Approval pending 1/2000 - 6/2001 for year one, unclear after that.	X	Agency Support for: space, furniture, employee benefits, and indirect charges.	Work with 16 hospitals to provide: Lactation support in hospital, flu calls and 2-5 days clinic visit for all mother and babies; Support groups for all new mothers; Professional education for all Perinatal staff in the hospital; and Implementation of model hospital policies to support breastfeeding for all 16 hospitals.	Create a very specific and measurable evaluation plan. We anticipate getting partially funded.

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9	<b>County of Riverside, Department of Public Health</b> Laurie Haessly (909) 358-5311	Local Proposition 10 Commission	Loving Support Breastfeeding Education and Support Program	Received \$450,000 July 1, 2000 - June 30, 2001	This year and next two year cycle	No	1. Prenatal care provider outreach partnership; 2. Breastfeeding representative services to MD's & comm.; 3. 24-hour/7days per week breastfeeding help line; 4. In-person breastfeeding help and support; 5. Collaborative research analysis and evaluation.	We took our successful WIC breastfeeding education and support program and enhanced and expanded it. We proposed to offer our services to all mothers and babies in our county.
10	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	Local Proposition 10 Commission	San Diego County Breastfeeding Coalition Breastfeeding Support \$100,000.	Received \$100,000	X	In Kind support from: Children Hospital - San Diego Sharp Mary Birche Hospital for Women Division of Neonatolgoy - Children's Specialities	Support SDCBC Office and Coordinator; Update & distribute Resource Guide; Web site improvements; Breastfeeding triage tool; child care worker breastfeeding education Program; PHN & HHN seminar; new letter; in office lactation education; and breastfeeding duration study.	MOD like small, discrete projects.
11	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	March of Dimes	Access to Care Resource Booklet	Requested \$5,000, Received \$3,500 7/1/00 one year	X	"	Booklet listing resources for health care professionals to enable them to obtain breast pumps and lactatin services for their patients.	Go to every Prop 10 Meeting and speak for your allotted 2 minutes! Be visible! Submit proposals before official grant process in place. List outcomes in detail

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12	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	March of Dimes	Breastfeeding Resource Handbook for the Healthcare Professional	Received \$4,375 7/1/96-6/30/97	X	"	Develop, print & distribute resource handbook for healthcare professionals	MOD like small, discrete projects.
13	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	March of Dimes	SDCBE Web Site	Requested \$4,850 Not Approved March 1997	X	No	Web Site Support. (Done anyway-without grant support)	Not Provided
14	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	March of Dimes	Traveling Educational display	Requested \$4,855 Not Approved March 1997	X	No	Prepare breastfeeding educational display & pay for booth costs x 5 conferences.	Not Provided
15	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	March of Dimes	Outreach Lactation Management Education Course	Requested \$4,934.54 Not Approved March 1997	X	No	Inservice in MD offices	Not Provided
16	<b>San Diego County Breastfeeding Coalition</b> Nancy Wight, MD (858) 541-4180	AAP - CATCH Program	Collaborative Breastfeeding Primary Care Provider Education Project	Received \$10,000 November 1997	X	No	To fund grant w.... And meetings to apply for larger \$ to fund LC's in all clinics and office education. Nothing accomplished.	Not Provided

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17	<b>Breastfeeding Coalition of San Joaquin County</b> Barbara Riesberg (209) 468-3286	Local Proposition 10 Commission	The Breastfeeding Support Project \$207,400.	Requested \$207,400 (for 3 yrs.) Not Approved March 1, 2001 - June 30, 2004	X	No	1. Breastfeeding Support Phone line-24 hr. call center line; 2. Breastfeeding Peer Counselor Support; 3. Breastfeeding Promotion & Marketing includes development of Coalition Website, development of BF Resource Manual, brochure & posters; info. disseminated through print, broadcast & TV media; 4. Training & Education - provided for peer counselors, call center staff & health care professionals.	(Not Approved Proposal) Meet with coordinators of Children & Families Commission week of March 5, 2001. Get suggestions on what is needed to improve chances of getting funding in the future.
18	<b>San Francisco Department of Public Health</b> Renee Tavares (415) 554-9728	San Francisco Dept. of Public Health/ mini grant: Polaris Research and Develop, March of Dimes	Program Perinatal Outreach grant. \$5,000	Received \$5,000, \$2,500 set aside for part A Breastfeeding.		Space, furniture (partial) employee salary/benefits, and indirect charges.	Pumps (EBP) rented through Medela and provided to working women who were EBP. Training sessions for child care providers in San Francisco.	Grant written by former employee.
19	<b>San Luis Obispo County Public Health Dept.</b> Linda McClure (805) 781-5571	Local Proposition 10 Commission	Babes (Babes at Breast: Education and Support) Project \$204,434	Approval pending 1/01 - 12/30/02.	X	No	Breastfeeding Peer Counseling Program. WIC Program would hire and train 10 peer counselors with first hand breastfeeding experience.	Not Provided

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20	<b>Santa Clara Valley Health &amp; Hospital System</b> Kathy Sweeney (408) 792-5052	The Valley Foundation	MCAH In-Home Lactation Services Project Submitted proposal for \$25,000	Received \$25,000 9/97 - 9/98		Space, furniture, written materials, employee salary and benefits, indirect charges and telephone, office supplies.	Lactation consultant; Breastfeeding Promotion Coordinator; Resource Center for BF support and follow-up within 48 hrs. after hospital discharge.	Do a community based needs assessment; Best practices survey of Public Health Nurses; History in community with establishments of BF task force in 1992; know your local resources; and come up with new, specific idea for project.
21	<b>Ventura County WIC Program and Ventura County Breastfeeding Coalition</b> Margie Wilcox rose (805) 652-3214	Local Proposition 10 Commission & March of Dimes <u>March of Dimes</u> \$2,000 - Breastfeeding Resources * Referral Guide \$20,000 - Breastfed Babies Project <u>Prop 10</u> \$37,000 - Breast Project	Local Proposition 10 Commission & March of Dimes	Received <u>March of Dimes</u> \$2,000 - Breastfeeding Resources * Referral Guide \$20,000 - Breastfed Babies Project <u>Prop 10</u> \$37,000 - Breast Project	X	Space, and employee salary/benefits	B.R.E.A.S.T. - Breastfeeding Resources Education and Staff Training. Funded \$37,000 to provide lactation education course to 30 health care providers, promoters, MD's , nurses, WIC staff working with inexperienced women. Two trainings will be held and we will subcontract with "Center for .....".	Strong community linkages, especially with other organizations providing services to low income populations; Use county statistics, work with county epidemiologist and MCH director; May want to work with a grant writer after major ideas are clearly defined.

Funded

Not Funded

Pending